



2024 ART\$WCHALLENGE GRANT GUIDELINES

WHAT IS THE ART\$WCHALLENGE GRANT?

Art\$WChallenge awards provide an opportunity for our current and past grantees to boost their operating income by attracting new contributions. Support from Westchester County Executive and the Board of Legislators enables ArtsWestchester to match **new or increased** money raised during the designated period of time. Contributors **must** certify that their gift is a response to the Art\$WChallenge. We encourage fundraising efforts that support education initiatives and youth programs.

WHO IS ELIGIBLE TO PARTICIPATE?

Westchester-based organizations that received grant funding in one of the following categories within the last three years (2022-2024): Basic Program Support, Project Support, Yonkers Arts Initiative or Mount Vernon Arts Initiative, or Art\$WChallenge. Arts Alive grantees (Westchester County only) that received a grant within the past three years, (2022-2024) are also eligible to participate.

WHAT IS THE DESIGNATED TIME PERIOD FOR THE 2024 ART\$W CHALLENGE?

New or increased funds raised between **Thursday, August 15, 2024 and Tuesday, December 10, 2024** are eligible for the match. Funds contributed or dated before or after these dates are not eligible for matching funds, but are factored in when calculating the donor's overall giving history.

WHEN IS THE DEADLINE TO PARTICIPATE?

Fundraising Deadline: The final day to raise funds is **Tuesday, December 10, 2024**.

Submission Deadline: You must submit all required supporting documentation **via email** no later than **Friday, December 20, 2024 at 5:00PM** to be eligible for the match.

See documentation requirements and submission instructions on page 3.

PLEASE NOTE:

Funding is limited and available on a first-come, first served basis until all funds have been allocated. Submitting by the deadline does not guarantee funding.

WHAT ARE THE MAXIMUM AWARDS?

The maximum award your organization is eligible to receive is based on the category in which you most recently received funding. If you are unsure what category you belong in, please contact grants@artswestchester.org.

Basic Program Support Grantees
Are eligible to receive up to \$8,500

Project Support Grantees
Are eligible to receive up to \$8,500

**Arts Alive Grantees
(Westchester County Only)**
Are eligible to receive up to \$1,500

**Mount Vernon Arts Initiative &
Yonkers Arts Initiative Grantees**
Are eligible to receive up to \$5,000

If you received grants in more than one category listed above, you are eligible to receive the larger maximum award amount of the categories in which you were funded.

HOW DO I PARTICIPATE?

ArtsWestchester requires that participating organizations submit the following documentation **via email** to grants@artswestchester.org by the **submission deadline** of **Friday, December 20, 2024 at 5PM**.

1) **PROOF OF PAYMENT**

Photocopy of the check, credit card receipts, online contribution receipts, screenshot of online payment (example: PayPal, Venmo, Facebook, etc.) with clear indication of **donor name, date of payment, and amount** are acceptable. Cash donations may be eligible if submitted with clear proof of payment/detailed receipt listing gift amount, date, and donor name. (Must include the same required elements as all other payment types).

Note: If the online payment system takes a fee, ArtsWestchester can match the full/gross donation amount inclusive of transaction fee.

2) **PROOF OF DONOR CERTIFICATION**

Donors must certify that their donation was made in direct response to the 2024 Art\$WChallenge. This can be done in one of the following ways:

Option 1: Complete the ArtsWestchester Donor Certification Form

The form is available at: artsw.org/challenge. This form should be signed by the donor and the Executive Director or Board President of the receiving organization. Electronic signatures are acceptable. Donors may not self-certify. For example, if the Board President is the donor then the form must be signed by the Executive Director.

Option 2: Online “Check Box” Certification

To streamline the online giving process, if your organization plans to solicit gifts through an online giving campaign, you may implement a “check box” for donors to certify that their donation is **intended for the 2024 Art\$WChallenge**. It will be the participating organization’s responsibility to confirm if any given online donation was eligible (based on a given donor’s history) and provide ArtsWestchester with a report of donor who completed the “check boxes”.

- **Check Box Statement Example:**

✓ “By allocating my donation to the 2024 Giving Tuesday Campaign, I certify that my new or increased gift is donated is for the purpose of the 2024 Art\$WChallenge.”

HOW DO I SUBMIT DOCUMENTATION?

All required documentation should be submitted to ArtsWestchester via email to grants@artswestchester.org.

****Any submission that does not meet the above requirements will not be eligible for matching funds. We will respond to every submission via email in a timely manner and indicate if we have questions regarding eligibility.****

NOTE: Hard copies should not be submitted.

To submit electronically, please email documentation to Grants@artswestchester.org:

Subject Line: Challenge Submission – ORGANIZATION NAME

The electronic submission should come from the participating organization, not the donor. Please submit materials in PDF or JPG format.

We encourage you to submit documentation as soon as it is complete. For example, if you have documented receipt of a \$1,000 donation for the Art\$WChallenge, send the documentation to ArtsWestchester immediately, even if you are expecting another donation shortly. If you are raising funds in small increments, for example through a membership appeal, please do not submit documentation until you are requesting a total match of at least \$500.

Please provide backup material (screen shots, marketing efforts, event information) that demonstrates the fundraising efforts that generated the donations.

FREQUENTLY ASKED QUESTIONS

WHAT IS THE DEFINITION OF “NEW” MONEY?

Funds from first-time contributors are eligible for the match. If past contributors increase the amount of their gift above that of their largest total giving at any point during the past two years, ArtsWestchester will match the increase amount.

To be eligible for Art\$WChallenge matching funds, donations must be made in direct response to an Art\$WChallenge appeal, such as through a donor solicitation letter or a “paddle raise” specifically for the Art\$WChallenge at an event. Funding that is received during the Challenge period that was donated in response to an unrelated effort is not eligible for the match.

HOW DO I DEMONSTRATE THAT THE FUNDS RAISED ARE NEW?

Only first-time gifts or amounts above a current contributor’s highest annual contribution for the past two years (2022-2023) are eligible to be matched. For example:

- If Mr. Jones made a first-time contribution of \$1,000 to your organization within the designated period, the entire \$1,000 is eligible, subject to availability of funds.
- If Ms. Young made annual contributions of \$1,000 in 2022 and again in 2023 and then makes a contribution of \$1,500 within the designated Challenge fundraising period, the \$500 increase is eligible, subject to availability of funds.

****Please note** – donations made during calendar year 2024 outside of the Challenge period are not matchable but do factor in to the total eligibility. Please contact grants@artswestchester.org with questions.

CAN TICKETS TO FUNDRAISING EVENTS BE CONSIDERED DONATIONS THAT CAN BE MATCHED?

Tickets to fundraising events can be submitted to the Art\$WChallenge if

- The event is identified and promoted as an opportunity for your organization to raise funds for the Art\$W Challenge.

AND

- It is a first-time ticket buyer, or someone who has increased their ticket level in response to the match.

Only the tax-deductible amount allowed by law can be applied to the Art\$WChallenge match.

DOES THE SOURCE OF FUNDING MATTER?

Yes, only funds raised specifically to meet the Art\$WChallenge are eligible for the match. Your contributors must certify that this is their intention by signing a donor certification form which can be found on our website. Donations must be received by the recipient organization, pledges for future payment are not eligible. The restrictions that apply to your Basic Support, Project Support, Yonkers Arts Initiative or Mount Vernon Arts Initiative Contract for Services apply: you may not solicit funds from Westchester County Government.

HOW WILL ARTSWESTCHESTER DISTRIBUTE THE ART\$W CHALLENGE FUNDS?

ArtsWestchester will distribute all funds by early 2025.

Organizations participating in the Challenge will receive acknowledgement from ArtsWestchester as submissions are received. Acknowledgement that a submission was received does not guarantee funding, since funding is available on a first-come, first-served basis.

Note: All donations need to be received by the participating organizations and then the proof thereof submitted to ArtsWestchester, donations should not be sent directly to ArtsWestchester.

ARE THERE RESTRICTIONS ON THE USE OF FUNDS?

The Art\$WChallenge awards support general operations and programs. You may not apply the awards to capital projects, deficit reduction initiatives or special fundraising events.

WHOM MAY I CONTACT WITH QUESTIONS?

If you have questions, please contact grants@artswestchester.org

